Greetings FROM COW COUNTRY!

Sam Mori, President, Nevada Cattlemen's Association

It certainly turned summer in a hurry, as it can only do in Nevada! With the mild winter we had, it has really been a blessing to have the timely spring moisture we received. I wish all of you the best of luck getting through the fire season this summer, with the fuel load that is now available.

The Nevada Cattlemen’s Association is diligently working with the appropriate government agencies to find ways to make our permits more flexible, so that we can be more responsive to the fuel loading issue. They (the agencies) realize the problem and know that we can be a constructive partner in the challenge of reducing some of the contributing factors that allow for the catastrophic fires that have occurred in recent years. As we dig deeper into permit flexibility, we are finding there are already some options available under the current regulations that may be helpful, but more work is being done to improve the situation. Your relationship with your agency people and your input are vital to the progress of this very important issue.

Another important item on the horizon is the deadline for public comment on the Greater Sage Grouse Draft Resource Management Plan Amendment and Environmental Impact Statement. The calendar date is August 2nd for comment. Interior Secretary Zinke has given us the opportunity to voice what we see can be a workable plan and it is critical that we do so. This has been an eight year challenge to this point; let’s not drop the ball now!

As your Association works on a multitude of issues on a daily basis, it is obvious how important it is to get out and vote on Election Day. We truly can make a difference one vote at a time. The right to vote and the democracy we enjoy are what make this country the greatest in the world! By the time you read this we will have been through the primaries, but mark the general election on your calendars this fall.

The fast pace of summer ranch and farm life is upon us and we are thankful for it, but it can get a little hectic. We at Nevada Cattlemen’s are truly engaged in the things that are of importance to membership and our great industry in general. There are many resources available to you as we have committees assigned to every facet of our business.

There are so many things happening on our ranches and farms. Nowadays there are lots of demands, and we are here to assist you.

Best of luck to you in your endeavors and we’ll talk to you soon.
—Sam

Seeking 2018 “Teacher of the Year” Nominations

The Nevada Cattlemen’s Association has started their annual quest for “Teacher of the Year” candidates and are asking for your help in soliciting nominations. The nominations must be an elementary, junior high, or high school teacher who incorporates agriculture into their regular curriculum, current Agricultural Education teachers are not eligible.

For example, a teacher who teaches a one week segment on agriculture and its importance to Nevada. Nominees may also include teachers considered in previous years but were not selected for the award. Nominations must include a completed NCA Teacher of the Year Application Form and an attached outline of the nominee’s curriculum that has integrated a unit about agriculture.

The winner of this award will receive a $1000 school supply stipend, donated by Nevada Agriculture Foundation. The award recipient will also be recognized during the Nevada Cattlemen’s Association’s annual awards banquet on November 16th, 2018 in Winnemucca, NV at the Winnemucca Convention Center.

Anyone may submit a nomination form which is available at www.nevadacattlemen.org, for any questions please contact the NCA office at 775-738-9214.

Nominations may be submitted by email to nca@nevadabeef.org with “2018 Teacher of the Year Nomination” in the subject line; forms may be faxed to 775-738-5208; or sent by mail to, “Teacher of the Year Nomination”, C/O Nevada Cattlemen’s Association, P.O. Box 310, Elko, NV 89803.

Nevada Cattlemen’s Association believes that the future of our industry lies in the education of the generations to come, as we explore new and innovative methods of sustainability. Please help us in our efforts to recognize and support our teachers and their vital efforts in educating our youth.

Thank you in advance for nominating a deserving teacher!

2018 Nevada Cattlemen’s Association Scholarship Recipient

By: Kaley Sproul Chapin, NCA Executive Director

Nevada Cattlemen’s Association would like to congratulate Vicente Padilla of Austin, NV for being chosen the 2018 NCA Scholarship recipient. Vicente is very involved in different organizations including Eureka County High School’s FFA Chapter, Basketball and Football. His hobbies include roping and going to ranch rodeos. He has grown up on the Silver Creek Ranch where it has been in his family for many years. His future goals include attending college at TVCC to earn a degree in Agriculture Business and returning back to the family ranch. Congratulations again to Vicente! We are very proud of you and have great confidence that you will continue to serve our industry well. Good luck on your future endeavors! Please see next month’s issue for Vicente’s winning essay, “Mustangs in the West”. 

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Thank you in advance for nominating a deserving teacher!
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MEMBERSHIP UPDATE

We would like to thank the following people for joining or renewing their membership with Nevada Cattlemen’s Association between May 19 and June 22, 2018. (New members are in bold.)

- Advanced Ranch Management, Dan L. Gralian
- Phil Allen & Son, Phil & Shannon Allen
- Bar S E Ranch, Jim & Suzy Estill
- Ira & Kim Brackett
- Chris Collis
- D. D. Ranch, James Feller
- Filippini Ranching Co., Hank & Marian Filippini
- H B Cattle Co., David Blackham
- High Desert Outfitters, Mitch & Rachel Buzzetti
- Kirby Mfg., Inc., Steven Freitas
- Angie & Shawn Mariluch
- Producers Livestock Marketing Association, Dan Schiffer, Mgr.
- UNR College of Agriculture Biotechnology & Natural Resources, Dr. Bill Payne
- UNR - Mineral County Cooperative Extension
- Winecup L Cattle Company, Bill & Laura Lickley

PUBLIC LAND COUNCIL NEWS

Public Lands Council Announces 50th Anniversary Celebration

WASHINGTON (June 26, 2018) – The nation’s voice for western public lands ranchers will commemorate its 50th anniversary this fall in Park City, Utah during the Public Lands Council (PLC) Annual Meeting, September 27-29, 2018. The meeting, held at the Grand Summit Resort, will bring together cattle and sheep producers, industry partners, government officials, and lawmakers to reflect on the past five decades of the PLC and the strong future ahead for the public lands ranching industry.

“Our annual meeting is always special, but this celebration will allow us to reflect on the tremendous impact of public lands ranching and to recognize the men and women who helped us achieve some of our key milestones,” said Dave Eliason, PLC President and Utah public lands rancher. “It is also about coming together with our neighbors and friends and looking forward to the promising future of our industry.”

In addition to the informative speakers, issues discussions, and policy making that occurs at every PLC meeting, this year’s celebration will include a special Welcome Barbecue, receptions, historical retrospectives, and a 50th Anniversary Banquet at the Red Pine Lodge perched high above the Canyons Village on the ski slopes.

Invited guests include leadership of all federal land management agencies, leading scholars from the best land grant universities around the west, and PLC leaders and alumni from throughout the years.

The $250 full-registration includes all conference events and meals. Discounted family registrations and one-day registrations are available.

To learn more about PLC’s 50th anniversary and to register for the PLC Annual Meeting visit www.publiclandscouncil.org.

CATTLE MARKET NEWS

Provided by: CattleFax: June 29, 2018

Live Cattle
Last: 107.00
Change: -1.20
High Price: 109.90
Low Price: 107.00
Open: 108.10 Volume: 371

Feeder Cattle
Last: 151.33
Change: +4.50
High Price: 151.33
Low Price: 145.98
Open: 146.90 Volume: 8,982
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Fallon Livestock, LLC is the key market for Nevada livestock producers, and the Home of the Fallon All Breeds Bull Sale every February, and the Silver State Classic Special Calf and Yearling Sale held every December sponsored by the Nevada Cattlemen’s Association

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Legislative Conference: Continue on next page
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Market your cattle with the professionals!
Why Use QuickBooks?

Submitted by Cassi Johnson, Pacific Intermountain Mortgage Company, cassi@pacificim.net

Let me start with saying that I’m not a QuickBooks sales representative. Actually I’m just a ranch girl that has always liked numbers and horses and quickly learned one of those never pays for itself. I’m the fourth generation to come back to our family ranch and while I have been very fortunate to have this opportunity with my husband and kids and love every bit of it I also enjoy working in the finance industry of agriculture. This has taught me many things very quickly and many times the hard way.

One of my biggest surprises when I started exploring this industry was the lack of educational opportunities and resources for farmers and ranchers in getting support on improving their record keeping and how to organize that information to help them make better decisions for their operation. I want to change that and give farmers and ranchers a place to go if they have questions, need some direction or further education. Now let me explain a little more about myself. My job, on top of ranching, is actually being a loan officer for Pacific Intermountain Mortgage Company where we provide long term farm and ranch real estate loans. So I understand it’s a little odd that I’m talking to you about bookkeeping and not interest rates, but this is a skill of mine that I can share with others to help them succeed. Let’s be realistic, if you don’t succeed I won’t either. Keeping a business alive and passing it onto future generations is becoming a bigger and bigger struggle, using QuickBooks is one tool available for improving the way we manage our business that can help us pass what we have built onto that next generation.

So let’s just touch on a brief overview today of what using QuickBooks could do to simplify the office work you regularly dread having to tackle.

1. **Taxes:** Having your information in an organized fashion, such as QuickBooks, allows your accountant to be more efficient in sorting through your annual financials and reporting them on your tax return. That results in savings on your bill.

2. **Efficiency:** Using QuickBooks can allow you to be more efficient with your time. No one wants to spend more hours in the office then they have to. Entering your deposits and checks into QuickBooks as they occur will help you remove redundancy in your record keeping. Then you can have current cash balances of your accounts at all times without having to blow the dust off the calculator. Quickly reconcile, print reports or find old transactions without having to dig through filing cabinets or sort back through old paperwork.

3. **Accuracy:** Having all your information in one place and learning how to sort through it will help you find errors quicker within your bookkeeping. Sorting through hand written registers and trying to find where a calculation or recording error was made can be very painful.

4. **Analyzing:** You already put the labor in when you were printing checks and recording the deposits, so why do you want to sort through all that information again to see how much money you made this year. Quickly generate reports that display a variety of information about your operation including how much money you made, how much you owe vendors, loan

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balances, profitability of individual enterprises, etc. There is literally an endless assortment of reports that can be created to help you best see your operations strengths and weaknesses.

5. **Sharing:** Whether it's with your family, your banker or your accountant you can quickly share reports or even the entire QuickBooks file with multiple users you want to grant access to. Farming and ranching takes a team and having the tools to help that team work together goes a long way towards success!

QuickBooks is one of those things that can fit all different sizes of operations. Don't tell yourself that your operation is too small to need this, every business needs better tools to guide them whether they are just starting up, trying to expand, or just trying to maintain in this increasingly competitive industry. Using this program isn't an all or nothing scenario either. Whether you only want to keep track of income and expenses or you are going to do payroll and invoicing as well, this program can help you run your company more efficiently and make better informed decisions.

**ON YOUR MARKS . . GET SET . . GO!**

Submitted by Cassi Johnson, Pacific Intermountain Mortgage Company, cassi@pacificim.net

The hardest part about change is the first step. I tend to build it up in my mind and think about all the challenges that come with it. Then I stew and fret and try to figure out how I'm going to do it and then I am so tired from stressing I just need a nap and decide it's easier to just put it off until later. This is how I usually hear people tell me they feel about switching to QuickBooks. However, I'm here to tell you that it doesn't have to be that way. Don't let it overwhelm you. Let's break it down into steps, work through them one at a time, and then do the basics and slowly grow from there. QuickBooks isn't all or nothing. You can start with doing a little and then expand as you get comfortable.

**On Your Marks**

So let's start with some basic steps. First off buy the program. You have a few choices to pick from which can be confusing, but I will explain a little about them.

**QuickBooks Online:** This is an internet hosted version of QuickBooks. Everything is automatically backed up and stored in their cloud so you can't lose your data and you don't have to worry about backing up your file regularly. Your cost is a monthly fee that continues until you no longer want to use the program. The positive is if you have a good internet connection and other users scattered throughout various regions that would like or need access to the company file, this is an easy way to do it. The layout is different from the desktop versions in how you work through it. The negative is it does require a good internet connection and if you are not using the payroll feature you don't need to upgrade your version of QuickBooks as often; therefore it may be cheaper to buy the desktop version and use it for five years and get more bang for your buck. I feel like I have more freedom to customize reports with the desktop version versus the online version of QuickBooks.

**QuickBooks Desktop:** There are various versions of QuickBooks desktop. For most people the QuickBooks Pro will do everything you need. The Premier version is used if you need real detailed, industry specific, items tracked or you want to have more than three users with the program. The desktop versions of QuickBooks are a one-time fee to be able to download the program onto your computer or have a CD mailed to you. There is no expiration date. I usually recommend people upgrade about every 3-5 years, having an older program can cause issues with sharing the company file with professionals such as your accountant as well as missing out on updated features. If you are using payroll through QuickBooks you have to upgrade every three years, the service is only supported for the three most recent years of the program. The payroll feature is also an extra cost that is paid both annually and on a per employee basis through QuickBooks. You will...
QuickBooks - On Your Marks: Continued from page 7

want to weigh that cost versus hiring a professional to see what is most cost effective for your operation.

Get Set

So you bought the program and have it installed on your computer. That wasn’t so bad was it? So now let’s gather a few documents that will help us enter our company information into the program. I usually recommend users make this change in their bookkeeping structure during the first quarter of the year. The reason is so you have fewer number of transactions to enter.

Now when we go to set up our company in QuickBooks we will need all our basic information like company name, address, email, etc; along with this the EIN (Employer Identification Number), BIN (Business Identification Number) if you are in Oregon, and your last bank statement. When you open QuickBooks for the first time you will select “set up a new company”. QuickBooks will then walk you through the set up and you will want to select “setup interview”. This will help you get everything inputted correctly. You will also be able to select your industry and it will have a basic chart of accounts you can choose to use. Don’t worry, this is just to get you started and then you can edit and change it all you want after your done with this part.

GO!

Ok so now we are ready to start entering information into the company. If you go to “List” in the upper menu bar and then select “Chart of Accounts” you can review the standard accounts it downloaded and edit the list and either add accounts you want or remove ones you don’t or even add sub accounts. Then decide if you want to be able to class your transactions so that you can allocate income and expenses to various enterprises within your company. If you do then click on “Edit” in the upper menu bar and then “Preferences”. On the left hand side of the new window select “Accounting” and then click on the company preferences tab. You will see “Class”. Select that you want to use class tracking for transactions. To set up the classes you want to use, you will save those settings and close the window. Then click on “Lists” in the upper menu bar and find “Class List”. Then you can add the classes you would like to be able to use. Not using classes is just fine too and even if only for the time being, you can always add it later.

Now you will get out the bank statements or check register, which ever you want, and start entering every transaction for the year thus far. As you enter these you can save each vendor and customer. Eventually you will add vendor addresses as you go if you want to be able to print checks in the future. And now you are up and rolling!

CONGRATULATIONS!

Now you have officially gotten your company up and running in QuickBooks and you didn’t have one panic attack while doing it. The key is don’t overwhelm yourself and remember that we don’t have to do it all at once. We can add options and other record keeping items as we go. We can change the chart of accounts at any time. There are various materials online you can find to help you learn how to better use QuickBooks and all its features. I also offer private and group classes upon request so feel free to contact me if you need help moving onto the next step.
Nevada Cattlemen’s Association Offers Quality Workers’ Compensation Program to Nevada’s Ranch and Farm Owners

The Nevada Agricultural Self Insured Group sponsored by The Nevada Cattlemen’s Association offers an affordable workers’ compensation option to the standard insurance market for Ag related businesses with employees in Nevada.

Created for the sole purpose of providing Nevada’s Agricultural community with a viable workers’ compensation option, the Nevada Agricultural Self Insured Group provides employers with:

- Lower Stable Rates (20% to 60% savings over standard market)
- Pro-active Safety Services
- Aggressive Claims Management
- More Control (Board of Directors made up of Group Members)
- Member Ownership

Contact Pro Group at (800) 859-3177 or visit us on the web at www.pgmnv.com to learn more about how to qualify for this exceptional workers’ compensation program and to obtain a free cost savings analysis.
NCBA Stakeholder Update

SUMMER BUSINESS MEETING — There is still time to register for the 2018 Cattle Industry Summer Business Meeting on August 1-4 in Denver, Colo. To register and for more information visit NCBA.org.

POLICY UPDATE

TRADE TALK — This week, on the Beltway Beef podcast Kent Bacus discusses retaliatory tariffs on U.S. beef exports from Canada and China, as well as how Mexico’s recent presidential election could affect ongoing NAFTA talks. To listen: https://protect-us.mimecast.com/s/8L72ClYkBruAwqGi4aO0t?domain=beef.us13.list-manage.com.

ENDANGERED SPECIES ACT — Ranchers across the U.S. take pride in their role as land managers and environmental stewards. That’s why NCBA and the Public Lands Council (PLC) were quick to support new legislation that would modernize the Endangered Species Act (ESA). The legislation, proposed by Senator John Barrasso (R-WY), is intended to refocus the ESA process on wildlife recovery. Under the status quo, less than 2% of species that are listed as endangered are ever delisted. Meanwhile, agenda-driven outside groups have become adept at exploiting the ESA to dominate the policy process and tie-up land managers in endless litigation. NCBA and PLC played a leading role in advocating for the common-sense ESA recommendations developed by the Western Governors’ Association, which formed the basis of Senator Barrasso’s legislation. Moving forward, NCBA and PLC will draw on the beef industry’s conservation legacy to ensure a modernized ESA protects both rural communities and wildlife. For more information, https://protect-us.mimecast.com/s/8L72ClYkBruAwqGi4aO0t?domain=beef.us13.list-manage.com.

FARM BILL — Congress is expected to announce details of the 2018 Farm Bill conference committee next week. NCBA will continue to fight for the priorities of cattle producers, including authorization and full funding of a foot-and-mouth disease vaccine bank.

FAKE MEAT — NCBA will be participating in the Food and Drug Administration’s public meeting on July 12 on the regulation of lab-grown fake meat. To learn more about why NCBA is advocating for USDA oversight instead of FDA: https://protect-us.mimecast.com/s/8GxNCKrJaQfry3lT2lej2?domain=beef.us13.list-manage.com.

CHECKOFF UPDATE

AMERICAN NINJA WARRIOR — Cowboy Ninja and Beef. It’s What’s For Dinner. brand ambassador Lance Pekus will be appearing on Monday’s episode of American Ninja Warrior on NBC at 8:00 p.m. ET. The Beef. It’s What’s For Dinner team has been leveraging the buzz around Season 10 to help share Lance’s story with consumers online. Digital ads featuring Lance and beef nutrients are in action now (https://protect-us.mimecast.com/s/w6YwCn5mEwsKZpwCr99Ws?domain=beef.us13.list-manage.com). Digital ads are being ran across platforms like Hulu and YouTube. Be sure to tune in on Monday night or follow along on Facebook (https://protect-us.mimecast.com/s/0e_wCo2nGxHBVp9i0PAGi?domain=beef.us13.list-manage.com).

ADVOCATE OF THE YEAR — Nominations are open for the 2nd annual Advocate of the Year award. This award is intended to recognize graduates of the Masters of Beef Advocacy program who exemplify what it means to be advocates for the beef community. The advocate chosen will be recognized during the 2019 Cattle Industry Convention in New Orleans. An online nomination form is available at https://protect-us.mimecast.com/s/YabhCpYoJyuw0Ekh61HhZ7?domain=beef.us13.list-manage.com and submissions are due by July 16. For more information, contact Ryan Goodman, rgoodman@beef.org.

ART INSTITUTE CHEFS PARTICIPATE IN BEEF COMPETITION — To support a multiple state beef council partner chef program, the Beef. It’s What’s For Dinner. Culinary Team hosted a chef competition with 16 chefs from The Art Institutes culinary schools. The program was lively and resulted in 4 new recipe concepts that will be developed and added to the chef-inspired recipe collection on BeefItsWhatsForDinner.com.

NEW AUDIO SPOTS ON PANDORA — A new series of audio spots launched in May and have generated more than 10 million radio plays through a targeted campaign with Pandora, the popular music streaming and internet radio service. The audio collection includes six spots that utilize the familiar sounds of the Rodeo music, which still resonates with consumers today, with the modern, humorous tone of the “Nicely Done” social and video ads launched earlier this year. The audio ads can also be extended by State Beef Councils on internet and traditional radio advertising. In addition to the Pandora campaign, since launching in April 2018, the “Nicely Done” video spots have generated more than 11 million online video views and driven more than 1.2 million visits to BeefItsWhatsForDinner.com, where consumers have spent a considerable amount of time looking at Beef Checkoff-funded recipes and articles.
2018 Policy Priorities

The five issues outlined below represent the top public policy priorities for NCBA in 2018. Visit our website or follow @BeltwayBeef for more information.

### 2018 Farm Bill
- Full funding for a foot-and-mouth disease (FMD) vaccine bank
- Protect conservation programs like the Environmental Quality Incentives Program (EQIP) and the Agricultural Conservation Easement Program
- Maintain research funding
- Protect trade promotion programs (Market Access Program/Foreign Market Development Program)
- Prevent market-disrupting policies

### Trade and Market Access
- Protect market access under the North American Free Trade Agreement (NAFTA)
- Protect market access under the Korea-U.S. Trade Agreement (KORUS)
- Promote bilateral trade agreements

### Regulatory Reform
- Find a permanent solution to electronic logging devices/Hours-of-Service
- Modernize the Endangered Species Act
- Replace the 2015 Waters of the United States (WOTUS) rule
- Protect producers from Superfund reporting regulations (CERCLA/EPCRA)
- Revisit and correct Range Reform '94
- Reform wildfire management and funding programs

### Fake Meat
- Protect our industry and consumers from fake meat and misleading labels

### Antimicrobial Use
- Secure clean Animal Drug User Fee Act (ADUFA) reauthorization
- Continue Key Technologies Task Force action steps on antimicrobials
Dietetic Intern Programs

Sharing beef’s powerful nutrition profile with consumers and health influencers alike is an important part of what the Nevada Beef Council and Beef Checkoff program do on your behalf.

One way we accomplish this is through partnering with dietetic intern (DI) programs to conduct immersive and educational workshops for those preparing to enter the dietetic field.

Here in Nevada, that has meant collaborating with UNLV for two DI media workshops this past year – one in the fall of 2017, and one this spring.

But who are dietetic interns, and why is it important that the NBC engage them? A DI program is often six to 18 months in length and incorporates the 1,200 hours of supervised practical experience that is required for the student to be eligible to take a national board exam to become a Registered Dietitian. These internship programs follow the successful completion of an accredited bachelor’s degree and build on the years of coursework already obtained by a dietetic student.

DI students might obtain real-world experience at a variety of health care and/or community facilities, including hospitals or clinics, food service facilities, community nutrition programs, and others. Upon completion of a DI program, students may eventually go on to work in a variety of health care and/or community facilities such as hospitals, clinics, or foodservice facilities.

By participating in the NBC’s workshops, DI students are able to learn about ranching, beef nutrition, and how to effectively answer questions about beef in a healthy diet in a media or spokesperson setting. To ensure the content hits the mark, they are provided with pre- and post-surveys to help measure and compare their perceptions about beef production and nutrition before and after each workshop.

The two dozen participants in the UNLV workshops held over the last several months had markedly different perceptions about beef prior to the trainings. Participants in the fall workshop, for example, all had positive attitudes toward beef prior to the workshop. The most recent workshop held this spring, however, presented a challenge in terms of participant attitudes toward beef: 60 percent viewed beef and beef production in a negative light prior to the workshop.

But that’s where the importance of the workshop content comes in. After hearing about the solid research and data that supports beef in a healthy and balanced diet, as well as telling the story of how cattle are raised, there was a shift in the other direction: nearly half of those participants who initially had a negative view of beef left the workshop with a positive perception.

“This feedback underscores the importance of these types of workshops,” notes Damon McCune, Director of Food & Nutrition Outreach for the Nevada and California Beef Councils. “Sharing the available science that shows beef’s importance in a healthy and balanced diet, as well as telling the story of how cattle are raised in Nevada and across the country, has a clear impact on how these audiences view beef nutrition and production. Being able to work with these groups will help ensure future dietetic and health professionals fully understand the growing body of evidence that supports beef in a healthy lifestyle.”

If you’d like to learn more about beef nutrition, including some of the latest studies showing how beef fits in to a variety of lifestyles and diets, visit www.BeefItsWhatsForDinner.com/nutrition.

Examples of key take-aways shared with DI participants:

- Failure to consume nutrient-dense foods, in particular nutrient-dense protein sources, makes it difficult to meet recommended dietary goals for various nutrients.
- Animal proteins provide more and higher quality protein than plant foods, often for fewer calories.
- Dietitians and health professionals should be encouraged to promote protein as the first choice in meeting energy requirements and to emphasize spreading protein intake throughout the day.

Learn more about your Nevada Beef Council at www.nevadabeef.org, or your beef checkoff at www.mybeefcheckoff.org.